



**NEW HORIZON**  
**COLLEGE OF ENGINEERING**

Department of Management Studies

# E-NEWSLETTER

**MBA  
OUTLOOK**

JULY 2023

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INSIDE THE ISSUE  
DEPARTMENTAL EVENTS

# Business Plan Competition “ADRISHTA”



**NEW HORIZON COLLEGE OF ENGINEERING**  
Presents  
**Business Plan Competition**  
**“ADRISHTA” - FINALE**

**OUR ESTEEMED JURY**  
**Mr. Chiraag Kashyap**  
Co-founder of Open My Book  
Software Engineer, Wipro  
NICE Alumni

11:00 AM | 8<sup>th</sup> July 2023, Saturday | Seminar Hall, III Floor, Netaji Subash Chandra Bose Block

**Organisers :**  
New Horizon Centre for Innovation, Incubation and Entrepreneurship (NHCEI)  
Department of Management Studies

E D Club & Startup Club

**INSTITUTION'S INNOVATION COUNCIL**  
University of Calicut

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Dr. Subash A R (HOD - MBA)  
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Dr. Anandhi H. J. (Dean - Placement)  
Dr. Manjunatha (Principal, NHCE)

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**ORGANISED BY:**

DEPARTMENT OF  
MANAGEMENT STUDIES ON  
8<sup>th</sup> JULY, 2023 AT 11pm

**SPEAKER**

Mr. Chiraag Kashyap-  
co-founder of Open My  
Book and an NHCE alumni

Department of Management Studies organized a business plan competition “**Adrishta- Finale**” on 8<sup>th</sup> July, 2023 in the seminar hall, MBA block. The jury was **Mr. Chirag Kashyap** who is the co-founder of Open My Book and an NHCE alumni. Total of around 8 teams participated in this programme and discussed about their ventures through presentations



# MBA Workshop – “Data Analysis using SPSS”



**ORGANISED BY**  
DEPARTMENT OF  
MANAGEMENT  
STUDIES ON 12th &  
13th of JULY' 2023

**SPEAKER**

**Dr. Senthilkumar**

Professor, School of  
Management,

Presidency University,

Department of Management Studies, NHCE organized a workshop on “Data Analysis Using SPSS” for all the 3 sections of II Semester MBA students. SPSS is a popular tool for research, experimentation and decision – making. It is one of the widely used statistical software worldwide. Using SPSS features, users can extract every piece of information from files for the execution of descriptive, inferential and multiple variant statistical procedures. SPSS tool will help the students in understanding and using the Statistical tools for their Main Project analysis. The Honourable speaker of this session was Dr. Senthil Kumar, Professor, School of Management, Presidency University, Bangalore. The session covered the following areas in SPSS.

## **Brief Description**

1. Introduction: Developing the familiarity with SPSS Processor: Entering Data in SPSS Editor – Inserting and Defining variables and Cases Working with Descriptive Statistics.
2. Frequency tables - Using frequency tables for analysing qualitative data  
Explore - Graphical representation of statistical data - histogram (simple vs. clustered) – boxplot - line charts – scatterplot.



3. Hypothesis Testing: Sample & Population - Concept of Confidence Interval – t-Test – Z-Test - ANOVA Test.
4. Data Analysis: Correlation Analysis. Pearson's & Spearman's Correlation – Regression Analysis: Method of Least Squares – Linear Modelling – Assessing the Goodness of Fit.

We thank Dr A R Sainath, Head of department of Management studies for organizing such an insightful session that is relevant to the industry and for constantly encouraging and motivating students.



# FAREWELL- Reflection of Journey



**ORGANISED BY:**  
DEPARTMENT OF  
MANAGEMENT STUDIES ON  
22<sup>nd</sup> JULY, 2023 AT 1:00pm  
ONWARDS



## **Farewell Day -The New Horizon College of Engineering**

New Horizon College of Engineering hosted yet another glamorous Farewell to bid adieu to the old batch of enthusiastic students to the college with an array of programs. The program was organized by the 1st year students of New Horizon College of Engineering and was held in the main college auditorium on 22nd July 2023 from 11 a.m. to 5 p.m. The theme for the event was Twinning. The men and women were dressed in their best.

There were dance shows and gaming contests in the program which were conducted successfully.



# Case Writing & Case Analysis

**NEW HORIZON**  
COLLEGE OF ENGINEERING

Department of Management Studies

## Case Writing & Case Analysis

Resource Person :  
**Prof. Bholanath Dutta**  
IAF Veteran  
Founder President - MTC Global

27 July 2023  
Falconry Seminar Hall  
11.00 AM to 1.00 PM

## ORGANISED BY:

DEPARTMENT OF MANAGEMENT  
STUDIES ON 27<sup>th</sup> JULY, 2023 AT  
1:00pm ONWARDS

## SPEAKER:

**Prof. Bholanath Dutta**- IAF Veteran,  
Founder President- MTC Global



Department of Management Studies organized a seminar on “**Case Writing & Case Analysis**” on 27<sup>th</sup> July, 2023 in the Falconry Seminar Hall for MBA students. Speaker for the day was Prof. Bholanath Dutta- IAF Veteran, Founder President- MTC Global. He discussed about analysing case study and how students can practice them eventually. The session was quite interactive where different corporate quizzes were raised and finally, he discussed a sample case study with the students and wrapped up the session.



# STUDENT ACHIEVEMENT



1. Ms.Latha of MBA-IV SEM was awarded certificate of appreciation for being newsletter editor for MBA DEPARTMENT -NEWSLETTER-OULOOK ( batch- 2021-23 )

2. Ms.Priyanka of MBA-IV SEM was awarded certificate of appreciation for being newsletter editor for MBA DEPARTMENT - NEWSLETTER-OULOOK ( batch- 2021-23 )





3. Mr.Praneeth Reddy of MBA-IV SEM was awarded certificate of appreciation for being newsletter editor for MBA DEPARTMENT - NEWSLETTER-OULOOK ( batch-2021-23 )

4. Mr. Venkatesh Prasanna, MBA -IV SEM student was invited as a resource person by Rathinam Technical campus, Coimbatore on 19.07.2023 to deliver lecture on “Cultivating design thinking mindset.







5. Ms. Chandana H M, MBA-II SEM student secured first prize in music composition, organized by NHCE on the eve of Founder's Day on 07.07.2023, was awarded with certificate and prize money worth Rs2000/-.

## Student Participation



MBA-II Sem students Prathiksha Jain H D, Ashritha Shetty, Chandana HN, Pramod Kumar Pujari actively participated in group singing performance on the eve of Kargil Vijay Diwas on 26.07.2023 at 4 pm at open stage.



# Founder's Day

**SAROJA DEVI E, MOUNIKA J**

✦ Welcome Dance  
(Bharatanatyam)

✦ Invocation Dance







# *Special Thanks*

## **CHIEF PATRON**

**Dr. Mohan Manghnani, Chairman  
NEW HORIZON EDUCATIONAL INSTITUTION**

## **ADVISORY BOARD**

**Dr. Manjunatha, Principal  
NEW HORIZON COLLEGE OF ENGINEERING**

## **CHIEF EDITOR**

**Dr. A. Sainath  
Professor  
I/C HOD**

## **HEAD OF EDITORIAL TEAM**

**Dr. Priyameet Kaur Keer  
Associate Professor  
Department of Management Studies**

## **STUDENT COORDINATOR TEAM MBA- 2ND SEM**



***Saroja Devi E***



***Shrestha Hazra***



***Amit Das***



***Chethan V***



***Samuel John***